

ALL ABOUT KERBSIDE RECYCLABLE COFFEE POUCHES



2025 NATIONAL PACKAGING TARGETS



of packaging to be reusable, recyclable or compostable



of plastic packaging being recycled or composted



of average recycled content included in packaging



problematic and unnecessary single-use plastics packaging

WHY KERBSIDE RECYCLABLE POUCHES?



of plastics packaging were placed on the market in Australia according to APCO's Australian Packaging Consumption and Recycling Report 2018-2019



of plastics packaging were recovered. Only around 19,000 tonnes of them were flexible plastics according to APCO's Australian Packaging Consumption and Recycling Report 2018–2019. Recovery rate of flexible packaging is very low



576,380 TONNES

of CO2 emissions reduction could have been achieved if all landfilled plastic packaging had been recycled in 2018–19, at a weighted average of 0.7 tonnes CO2 /tonne diverted to recycling



Single-use Pouches (Multilayer plastics/foil laminated)



Containing layers made from aluminum or plastics derived from petroleum or gas



End up as waste in landfills, and unfortunately it takes 1,000 years for a plastic bag to degrade in a landfill



Weighted around 10% more per pouch, generating more carbon emissions in production and transportation



Gravure printing results in less intense colour on paper layers

Kerbside Recyclable Pouches



Monopolymer containing over 95% recyclable PE/PP



To be conveniently placed at household recycling bins, increasing plastics recovery rate from home



Reducing the weight and achieving carbon emission reduction



Gravure printing brings rich colour, clear and bright and vivid image on film layers

FINDING SUCCESS THROUGH SUSTAINABILITY

\$0.10

Switching to kerbside recyclable pouches is not as expensive as you thought. Our kerbside recyclable pouches are averagely \$0.10 more per unit than that of single-use plastic/foil lined pouches! While you spend more on packaging, you will likely earn more customers



With a rise in consumer awareness and affluence, coffee must be sustainable inside and out for increased profits, consumer growth, and brand loyalty





82%

of Australians value sustainable packaging, with environmental concerns driving their purchases according to Toluna Consumer Shift towards Sustainability 2021



of coffee launches made at least one sustainable claim and consumers around the globe are drinking coffee with a conscience in 2020 according to Mintel Global New Products Database

JOIN THE BRAND FOR A SUSTAINABLE FUTURE

In the search for the packaging that has the softest touch possible to our earth while protecting the freshest protein crunches, Coastal Crunch found the kerbside recyclable packaging and roll the Roll 'N' Recycle program out in early 2022.

SO, HOW DOES IT WORK?

SPECIFICATIONS



Sizes	Customisable
Materials	Monopolymer, 95% recyclable PE/PP (5% allowance for barriers/inks)
Printing	Full colour printing, metallic ink
Finish	Matte/gloss varnish, paper touch finish, spot UV
Oxygen Barrier	Oxygen transmission rate ≤ 2.0 (cm ³ /m ² .24hrs)
Moisture Barrier	Water transmission rate≦ 2.0 (g/m².24hrs)
Other Features	Recyclable zipper/valve
Quantities	10,000 (Digital printing available for a lower MOQ)



STEP 1. CHOOSE PACKAGING MARKED WITH 'ROLL 'N' RECYCLE®

The innovative Roll 'n' Recycle[®] allows approved semi-rigid plastic packaging rolled into a 3-dimensional cylinder shape to be placed in your household recycle bin.

STEP 2. ROLL AND STICK

Once pouch is empty, roll until you finish with a cylinder shape, and secure with the supplied sticker. Then the pouch can be classified as 'rigid' plastic as it is now self-supporting and will avoid landfill at the recycling centre.

STEP 3. PLACE INTO YOUR RECYCLING BIN AT HOME

By rolling and sticking the pouch in place, it is recyclable via your household recycling bin and can be sorted correctly at a facility. The materials approved for Roll 'n' Recycle[®] pouches are widely accepted by Councils' recycling systems.

